

**MINUTES OF SOCIAL MEDIA WORKGROUP
ARIZONA GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE MEETING HELD
July 7, 2020
DRAFT**

A meeting of the AGIC Outreach Committee Social Media Workgroup was convened at 1:33 PM by WebEx. The following members or designees of the AGIC Outreach Committee attended the meeting:

Table 1: *Workgroup members*

Member	Agency/Company	In Attendance
Samantha Dinning	Coconino County	No, with notice
Shauna Evans	AZ Dept of Water Resources	Yes
Kasey Green	AZ State Land Department	Yes
Mike Hilstrom	AZ Dept of Water Resources	Yes
Jenna Leveille	AZ State Land Department	No, with notice
Lucas Murray	AZ Dept of Economic Security	Yes
Aparna Thatte	Mesa Public Schools	Yes
Cheryl Thurman	TerraSystems Southwest	Yes

- I. **Call to Order:** Quorum was established. Meeting was called to order at 01:01 PM; Introductions were made by the workgroup, ensuring attendance list was managed.
- II. **Approval of Minutes:** Cheryl asked for a motion to approve the May meeting minutes. Mike motioned; Kasey seconded. No discussion. Motion approved unanimously.
- III. **Review Recent SM activity:**
 - Aparna discussed recent posts on FB including meeting announcements using the new banners and article postings. She noted that Jami Dennis is posting for the Conference and Women in GIS and suggested that perhaps we should meet with her for coordination.
 - Aparna noted that Instagram she continues to post pertinent info, although limited, to Instagram.
 - Kasey reported that he received the login into for LinkedIn and has been doing some posting, although it has been limited due to work obligations. He noted that he should be able to increase activity for the next month.

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and looks forward to moving the platform forward.

- Twitter – Shauna reported no activity on Twitter due to work obligations. However, she looks forward to picking up the activity level this month. Shauna also noted that she has new banners to upload to the SMWG Google Drive.
- IV. Content Calendar – Cheryl shared with Shauna the two free content calendars discussed last month. Cheryl did not have time to make a combined version for use by SMWG. Shauna volunteered to do that, creating a spreadsheet that will be more useful for our needs.
- V. The drawback of using a content calendar not linked to a social media manager software is that it simply tracks what is posted but does not automate any of the posting itself. Shauna will coordinate with Kasey on a few other possible social media software options other than Hootsuite. It was noted that the Governors office used to also use Hootsuite. It was determined Hootsuite might be a good option for us to use, and may be an approved vendor for the State.
- VI. **Social Media Guidelines Document** Cheryl shared with the WG the most recent revisions she had made to the Guidelines document. This included reorganization of the structure of the document into two separate sections: Mission and Goals; and Guidelines. WG members felt the document looked good and had no further suggestions. Cheryl said the finalized document will be sent out to the ADMIN/LEGAL committee for distribution and will be presented at the ADMIN/LEGAL committee the next day on July 8th.

VII. Comments, requests, and items for future agendas and meeting dates

No comments or requests were made for future agenda items.

Next meeting date was not set, but is proposed for August 4th, 1:00.

Meeting adjourned at 02:31 PM.